Pluralism in the media is one of the building blocks of democracy, as it ensures free flow of information and a variety of opinions and perspectives about public life and policies. Concentrating the media control in fewer hands undermines democracy. Such practices are worthy only of totalitarian regimes and oppression. A country that prides itself to be the beacon of democracy should never attempt to manipulate media freedom. Regimes that fear discontent from the people try to guard themselves by keeping control of information flow. If this leadership has nothing to fear it should be comfortable with as broad media ownership as possible.